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FOOTBALL LEAGUE DIVISION TWO
SATURDAY, 7th NOVEMBER 1981 KICK OFF 3.00 p.m.
v. WATFORD

PRICE 30p





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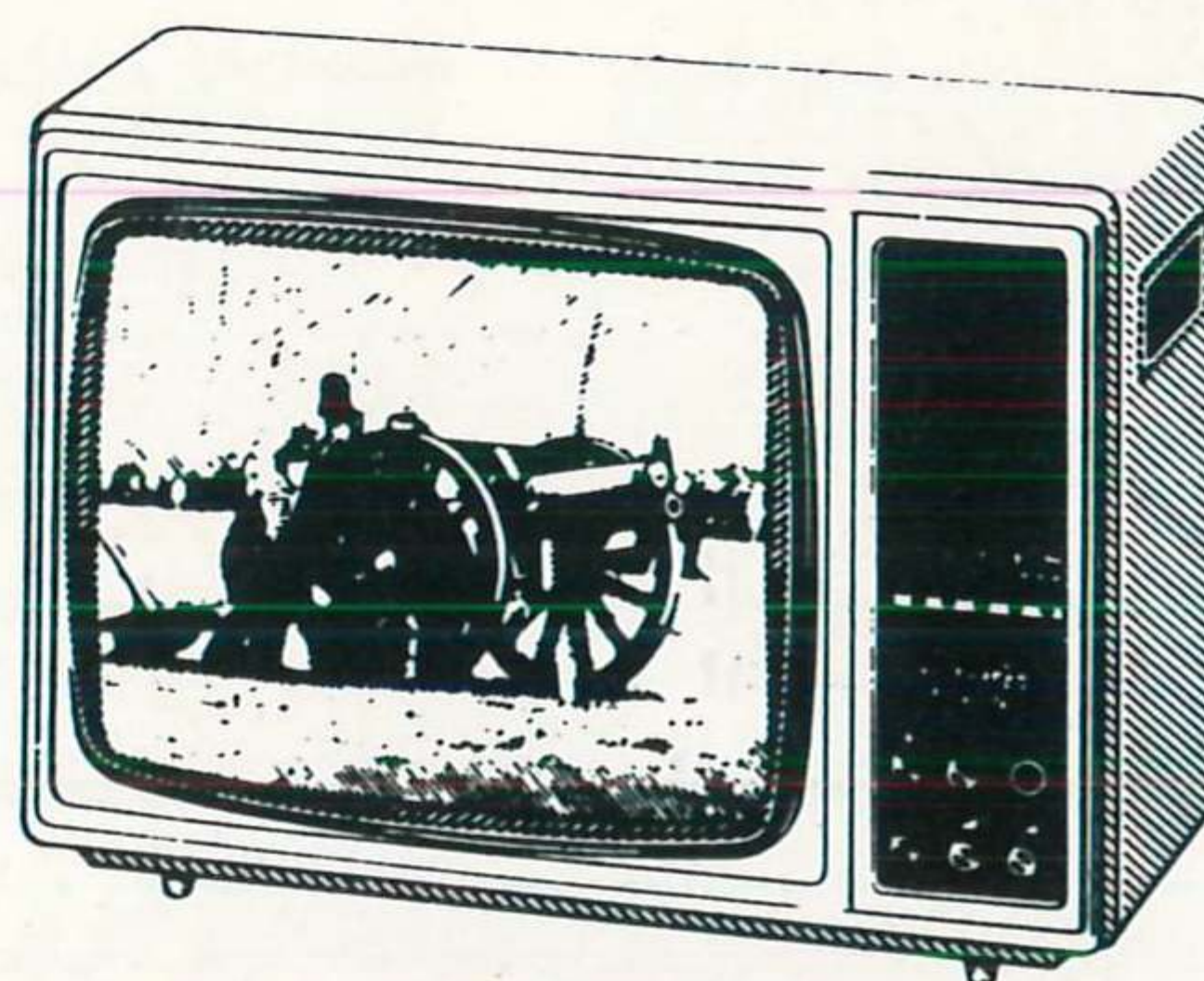
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George Mulhall writes

WHAT a welcome relief it was to pick up a point at Norwich last week with what I regard as a good result for us. And I was even happier after the game when I learned that the Reserves had beaten Preston 2-1 here at Burnden for their first win in the Central League this season.

All-round it was a much brighter weekend than we have had of late and gives us certain cause for optimism, although we should avoid going overboard about it.

When all is said and done, we could have been buried by half time at Norwich. They missed so many scoring chances it was hard to believe we were still level at the interval.

But after pushing Len Cantello into midfield in the second half we improved a great deal and I thought we controlled things. So while there were one or two problems arising from the match, I believe there were a number of bright spots.

One was the performance of Jim McDonagh who gave a superb display in goal.

Jim hasn't been enjoying the best of form lately, so it was nice to see him back at his best and it is to be hoped he keeps that form.

We might well have pinched a win when Tony Henry found himself with a scoring chance very late in the game, but in the end we settled for a draw. One feature of that second half was the way

Tony and David Hoggan got into positions where they looked like being capable of scoring goals.

If they continue to play this way, I feel they will score a few goals between them before too long.

Meanwhile the Reserves can look forward to adding to last week's success, although with so many injuries at the club we've been forced to field far too many youngsters in the Central League. Consequently they have struggled to get results, so it was a wise move on our part to bring former club skipper John Ritson back to Burnden to give the youngsters the benefit of his experience.

Here on the coaching staff that was one of the problems we discussed at length. It concerned us that the young lads were losing so many games that it was doing them no good. Bringing John Ritson back has helped and I feel we could do the same with an experienced midfield player.

It was significant last week that the youngsters benefited for instance from the presence of Gerry McElhinney.

All in all the spirit has been good here at the club. I've been able to get out training with the players more than in earlier weeks and although we are still in a perilous position in the League, confidence is relatively high.

It is clear we are in for a tough test today, though, as our visitors Watford, to whom we extend a warm welcome, are riding high in the division with 28 points.

What a tremendous feat for a modest club such as theirs to command such a position, but they fully deserve it.

Graham Taylor, for whom I have a great deal of respect as a coach, has put together a very good side. They have won five out of six away games so far and Graham, who has led the club from the Fourth Division to the Second, could well end up taking them all the way to the First.

FRONT COVER: A Paul Jones header against Cambridge.

THE HORNETS



BACK ROW: Les Taylor, Ken Jackett, Steve Sherwood, Martin Patching, Eric Steele, Mick Henderson, Wilf Rostron.
MIDDLE ROW: Ian Bolton, Gary Donnellan, Steve Sims, Tom Walley (Trainer/Coach), Graham Taylor (General Manager), Billy Hails (Physiotherapist), Sam Ellis (Trainer/Coach), Steve Terry, Ray Train, Malcolm Poskett.
FRONT ROW: Luther Blissett, Keith Pritchett, Pat Rice (Captain), Nigel Callaghan, Gerry Armstrong.

WATFORD PRESSURE FOR DIVISION ONE

By Tony Pullein

Watford manager Graham Taylor is aiming this season to complete the task he set himself when taking over at Vicarage Road during the summer of 1977 — lifting the club from the Fourth to the First Division.

The Hornets won the Fourth Division championship at the end of his first season and then followed that with further promotion a year later. But Mr. Taylor was realistic enough to appreciate that his team was not then good enough to contemplate the next phase of his plan.

So he set about rebuilding the team, using a blend of youth and experience. Last season he signed Northern Ireland internationals Pat Rice and Gerry Armstrong to link up with such experienced players as Ian Bolton, Keith Pritchett, Steve Sims, Mick Henderson, Wilf Rostron, Ross Jenkins and Malcolm Poskett.

Following the outstanding success of local discovery Luther Blissett, the manager has been placing his faith in such fine midfield players as Nigel Callaghan and Ken Jackett, defender Steve

Terry and forward John Barnes.

Another arrival last season was midfielder Les Taylor, from Oxford, whilst Steve Sherwood regained his place in the first-team goal.

Having spent two seasons consolidating their Second Division place, Watford now look good enough to complete their rise to the top.

Their away form has been quite outstanding. Apart from one disaster at Luton, when they crashed 1-4, they won five of their first six away League games — Newcastle (1-0), Chelsea (3-1), Wrexham (1-0) Cambridge (2-1) and Shrewsbury (2-0).

One of the secrets of Watford's success is that they no longer rely upon any one player to score their goals. Ten different players were on target in their opening 10 League matches and, though their highest-scorer had only three goals, the Hornets were proudly bracketed level with Luton on top of the Second Division table.

The club was formed in 1891 and became a member of the Southern League seven years later.

For most of the time they were no more than an average Southern League but in 1915 they won the Championship and in 1920 they became part of the new Football League Third Division (South).

Watford drifted along for years at this level and, when the time came to re-organise the lower divisions, Watford failed to qualify for Third Division status and found themselves founder member of Division Four in 1958.

It took them only two years to climb out of the basement and they then went close to further promotion on several occasions. But, it wasn't until 1969, when they took the championship of Division Three, that the club stepped into Second Division football for the first time.

Life at the higher level was always a struggle, though. And in spite of their famous F.A. Cup semi-final run of 1970, they were never far away from relegation fears in the League.

They finished bottom — a full 14 points behind their nearest rivals — in 1972. Three years later they were back in the Fourth Division again.

The emergence as club chairman of Elton John, and the appointment of Graham Taylor as manager in 1977, marked the beginning of an exciting new era for the club.

Watford won the Fourth Division championship in 1978 and took runners-up spot in Division Three a year later, when they also reached the semi-final of the League Cup.

Watford now feel they are ready to emulate the feat of Swansea City — one of the clubs promoted with them from the Fourth Division only three short years ago.

STEVE SHERWOOD (Goalkeeper). Steve began his career with Chelsea but, though he made only 16 League appearances for them he was loaned out to Millwall, Brighton and Brentford. Watford signed him in 1977.

PAT RICE (Defender). Pat, who joined Watford from Arsenal last season, was capped 49 times by Northern Ireland and he completed 397 First Division appearances for the Gunners. He was a member of their League-Cup double winning team of 1970/71 and also gained numerous other honours at Highbury.

IAN BOLTON (Defender). Ian made 70 League appearances for Notts County and spent a short while on loan to Lincoln during the 1976/77 season. At the end of that campaign he was transferred to Watford.

STEVE TERRY (Defender): Steve developed in the junior teams at Vicarage Road and made his first appearances in their League eleven two seasons ago. Until recently, he has been generally a reserve player but he has been earning high ratings for his performances at centre-back over the past few weeks.

STEVE SIMS (Defender). Steve won 10 England under-21 caps in his Leicester days and Watford paid a then club record fee of £200,000 to sign him three seasons ago.

KEITH PRITCHETT (Defender). Keith, a reserve player with Wolves, entered League soccer in 1973/74 after moving to Doncaster. He was transferred to Q.P.R. at the end of that season, then after a short spell with Brentford in 1976, he signed for Watford.

MIKE HENDERSON (Defender). Mike played his first League soccer for Sunderland in 1975/76 and he went on to make more than 100 senior appearances for the Roker club before moving to Watford for £150,000 two seasons ago.

LES TAYLOR (Midfield). Les was valued at £100,000 when Watford signed him from Oxford in a cash-plus-player deal last November. At Oxford he gained a reputation for versatility, playing at both full-back and in midfield.

NIGEL CALLAGHAN (Midfield). Nigel is a former Watford apprentice who was given one brief taste of League soccer two seasons ago. He earned a fairly regular place last season.

LUTHER BLISSETT (Midfield). Luther didn't make a great impression when first drafted into the Watford side in 1975/76 but he really hit the headlines three seasons ago when he struck 28 goals. That performance earned him the first of his four England under-21 caps. He has now changed positions and we are likely to see him in midfield.

KEN JACKETT (Midfield). Ken served his apprenticeship at Vicarage Road and made a couple of League appearances in 1979/80. Last season he won a regular place and, after opening the season at left-back, he switched to midfield. He won his second Wales under-21 cap last month.

WILF ROSTRON (Midfield). Wilf joined Watford from Sunderland for £150,000 two seasons ago. A one-time England schoolboy international, Wilf began his professional career with Arsenal. Sunderland paid £40,000 for his transfer in 1977.

GERRY ARMSTRONG (Forward). Gerry, who joined Watford from Tottenham for £250,000 last season, is a fixture in the Northern Ireland team, picking up his 33rd cap against Scotland at Windsor Park last month. Spurs signed him from Bangor for £25,000 in 1975.

ROSS JENKINS (Forward). Ross has topped Watford's scoring list three times since his £30,000 transfer from Crystal Palace in 1972, his best season being 1978/79 when he was the country's leading scorer with 37 goals.

MALCOLM POSKETT (Forward). Malcolm left Middlesbrough in 1974 to go non-League with Whitby Town. Two years later Hartlepool signed him for £25(!) but, after he had been their top scorer in 1976/77, they picked up £60,000 from his transfer to Brighton. Watford paid £120,000 for him two seasons ago.

JOHN BARNES (Forward). John is a skilled young forward who was introduced to League soccer when being called on as substitute against Oldham in September. He quickly earned a regular place and he has been consistently on the scoring list.

Bolton Wanderers

Your Team



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Club Scene

PREVIOUS MEETINGS

By Simon Marland

Today's game will be the 9th meeting of the Clubs in League Football. To date the Wanderers have won once and drawn three, the only victory being in last seasons 2-1 win at Burnden.

Bolton were the first team to visit Vicarage Road for a Second Division game in 1969 when a goalless draw resulted.

Our paths have crossed just once in the F.A. Cup, in 1970 when in a 3rd round tie at Burnden, Watford won 2-1 before 20,447 with Barry Endean getting both their goals and Roy Greaves replying for the Wanderers. Watford in fact went all the way to the semi-finals that season before being ousted by Chelsea at White Hart Lane.

ROLL UP FOR A NEW FORD

ROLL UP! Roll up! for your chance to win a smart new Ford Fiesta car AND a share in prizes totalling £30,000 in the Wanderers' Christmas Spectacular lottery.

The Ford Fiesta, valued at £4,000 is the star prize in the Christmas Spectacular for which tickets are now on sale.

Buy a ticket from one of our many agents or from us here at the Development office and get your chance to be the proud owner of this smart new car, which you'll see here on the forecourt at Burnden and around town in the coming weeks.

Tickets on sale now and after the game, priced 50p each, give you the chance to win a share of the £25,000 being offered in instant cash prizes. And in addition, win or lose, your ticket gives you guaranteed entry in the draw for the big prize of the car.

That is the star Christmas Jackpot but there is also a second prize of £1,000 and third prize of £500 and five consolation prizes of £100 each.

Don't miss your chance of a bumper Christmas present.

Get your tickets now.

COMPTON — A SPORTING LEGEND

DENIS Compton, who became a legendary sporting figure reaching the top at both football and cricket, will be the star guest at a Sportsmen's Dinner at the Executive Club here at Burnden Park on Monday week in honour of Peter Nicholson's Testimonial Year.

Tickets at £12.50 each can be obtained by contacting Andrea Costello, Tel 388569 after 6pm or John Farrar Tel 0253-739787.

CLIFF MORGAN — ANOTHER WINNER FOR NAT

NAT Lofthouse hit on another winner on Monday night when the latest of his ever-popular Sportsmen's Evenings attracted a record crowd.

Nat, our Executive Club manager, invited former Rugby Union star Cliff Morgan, who is now head of sport at BBC TV. And Cliff, as anticipated, proved a big hit.

The regular Sportsmen's Evenings are increasing in popularity as their reputation grows and thanks to the top sporting celebrities who readily answer Nat's invitations, tickets are always in short supply.

Tommy Docherty, one of soccer's most colourful and controversial characters, is next in line for the Burnden stage.

"JUNIOR WHITES NEWS"

On Monday evening we shall be holding our November meeting in the Executive Club at 6.30. Mr David Brabbin and his wife will be showing 2 Football films featuring highlights of Bolton's 1958 F.A. Cup Final victory and the 1966 World Cup Final. I would also like to thank Alan Fullelove for his help with these films. There will also be the second heat of our quiz competition, voting for your "Player of the Year" and news of the Christmas party we are holding.

Tomorrow sees our under 12's Football team taking part in a 6 a side competition at Little Lever Sports Centre, organized by our sponsors CAMBRIAN.

The mascot today was chosen from a competition run in the BOLTON EVENING NEWS.

Enjoy your football.

Roy Cavanagh

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JACK DUNNETT, president of the Football League has warned that if football does not do something positive to halt the continuing downward trend in attendance figures then English football is going to slide the same way the game has veered on the Continent, where in some countries gates of 2-3,000 have become common place at First Division matches.

That is the state of the game in Holland, while in Italy the sport is suffering its most dramatic recession ever, with gates plummeting to an all-time low. It seems hard to imagine that the average attendances at our major soccer stadia could dive so low, but then in the 1950s when the game never attracted less than 32 million it was impossible to envisage a total aggregate attendance as low as 21½ million. And yet that was the startling reality last season — the lowest total since the war.

It represented a drop of some 2¾ million spectators through the League club turnstiles (11 per cent) on the season before, and perhaps even more serious is the fact that this trend has continued, the new season has not seen any improvement in the supporter drain.

After the first month of the new season, Football League attendances were down on the corresponding figures for last season. To be precise 6.5 per cent lower, a situation which has even caused mighty Liverpool to look over their shoulders in shocked disbelief.

IN THE RED!

The lowest post-war attendance at Anfield — 11,478 — saw the holders of the Football League Cup beat Exeter City 5-0 in their Second Round first-leg tie in October. A poignant reminder of the hardships now being suffered on Merseyside. No matter how loyal their support, if the people can't work they can't afford to watch football.

"At the moment we are closer than we have ever been in the past 20 years, to needing a bank overdraft," explained Liverpool secretary Peter Robinson. "We have tried to finance the club very carefully but things are catching up with us and certainly we are too near to having an overdraft for comfort."

The reason is clear. Last season Liverpool lost 147,806 paying customers, their Football League average attendance falling from 44,586 the season before to 37,547. And that in the season in which they won the European Cup for the third time and the Football League Cup.

And if you think Liverpool have it hard then spare a thought for the likes of Bolton Wanderers. The average attendance at Burnden Park last season was 40 per cent down on the previous campaign in the First Division which is perhaps to be expected. The sad news is that they have lost just as many supporters again this season, a total of only 27,779 watching the first four games — 18,113 fewer than in the opening sequence twelve months earlier.

COMFORT

Such is the price of failure on the pitch but there are also reasons why the click of the turnstiles is played at a much slower beat. When only 14,330 turned up at St Andrews for Birmingham's derby League Cup clash with Nottingham Forest, City manager Jim Smith realistically summed it up when he said: "I am disappointed of course but I can understand why. We have played West Ham United, Southampton and Nottingham Forest here in the space of eight days and people just can't afford that much football in one week."

However there is one club with no complaints and that is go ahead Coventry City. True the Highfield Road aggregate attendance on the opening four home games was five per cent



Gerry Daly provides the kind of skill that makes Coventry City such a crowd pleaser.

down on the previous year at 62,000 but with the new all-seater stadium that represents an increase in gate receipts of some 40 per cent.

Says Coventry Secretary David Dent: "Our gates are slightly down on last season but not as bad as the national average. Already we are convinced that the steps we have taken to make Highfield Road an all seater stadium were the right ones and our cash returns are considerably better than before, so all in all we are well pleased.

"Like everybody else we are suffering from the recession that has hit the Coventry car industry but even so we believe that we are attracting more families to our games. The atmosphere here now is much better, we have eliminated the obscene chanting and bawdy scenes commonly associated with football terraces... Coventry City is now a pleasant place to come and watch football in comfort".

You can't escape the logic of diminishing returns and football like other industries must come to terms with the present climate. However what Coventry City have proved is that you can make more money from less people if you provide attractive enough facilities — a team which concentrates on attractive attacking football and a sensible marketing policy with a flexible admission structure that charges the customer less for the run of the mill games than for the attractive fixtures.

There is a lesson here for all football administrators. Perhaps it would not be a bad idea to send all 91 club chairmen to Coventry.

BOB HATTON

Footballs hired Sharp Shooter

Have boots will travel, could easily be the motto of goalscorer supreme Bob Hatton, the Yorkshireman from Hull who is now plying his trade with his eighth League club, Sheffield United.

During his career which started at Wolves and then progressed with Bolton, Northampton Town, Carlisle, Birmingham City, Blackpool, Luton and now Sheffield United, Bob has consistently found the net and no doubt by the time you read this article he will have joined that exclusive band of sharp shooters who have scored 200 or more goals in the Football League. By mid October this season his record stood at 197 goals in 551 appearances.

There is never a dull moment in this game and even for a veteran there are new experiences to live and for Bob, August 1981 provided his debut in the Fourth Division. "It takes some adjusting to," he says with a wry smile. "People say that when you move up a division it takes time to settle in but it also applies when you drop down. But we are coping fairly well and the team are getting results which makes it easier.

"Taking account of cup games as well as League matches I scored seven goals in the opening 14 games which is about par for the course as far as I am concerned. But there is a long way to go and this is a marathon not a sprint but as long as I can keep going and knock in a few more goals and create some as well, I shall be happy. That is what it is all about up front — making goals and scoring them.

"If the other members of the team are doing their job as well as myself then it makes everything so much easier. If there are supporting players up front and the ball comes, you can lay it off first time, then spin and get into the box and have a crack at goal. If nobody is with you, then you have to hold onto the ball as long as possible and of course inevitably a defender will get his foot in and kick the ball away and so you have to start all over again.

"I think that lower down the League you get the more defenders tend to rush into you. In the First Division and to a certain extent in the Second, players give you a little more respect. They stand off, jockey and get goal side and so try to force you across the field or back. In the Fourth Division they fly straight in and that takes some getting used to. Although you soon become tuned to the new style and learn to avoid it by turning with the ball very quickly or laying it off first time, or even pushing it past the man. It is all a matter of adjusting to the prevailing conditions in which you are playing.

EXPERIENCED PARTNERSHIP

"Experience helps. What I try to do as a forward is push onto the defender. That might sound contrary to all I have been saying but if you get on to the defender and mark him and get him standing then you are able to dive off and create your own space. I have found this pays dividends!"

Bob has now scored in all four divisions of the Football League but is the art of finding the net the same at all levels?

"I think it is. Scoring is all about getting in the right position at the right time. A lot of players get in the six yard box and miss chances and there after they are frightened to get in again because of the bad experience they have had. But there is no question if you want to

score then you have to keep getting in there. It takes courage, morale courage, to do that, especially if you have missed a few chances. But if you keep getting in there then the time is going to come when you will stick a goal in.

"And when you are on a good run and scoring goals nothing goes wrong. Everything you hit seems to fly in whereas if you are on a bit of a lean spell, you can hit the ball sweetly and it will hit the post or the 'keeper will save. So when you are on a lucky streak you have to ride your luck and shoot from anywhere.

"At Sheffield I am playing up front with Keith Edwards who in many respects is like myself. He is a finisher, has a keen eye for a goal, good positional sense and we play-off each other. If I make a near post run he will peel away to the far post and visa versa. Experience is the key. We have got a few games under our belts between us, Keith has about 250 and I have about 550 and when you have that experience you can form a partnership through common sense. We don't need to shout at each other a lot because we instinctively knit in together.

"We both work hard for our goals, which is what it is all about. We play it simple and don't try anything spectacular in deep positions. Just knock it off simple and then peel away and hope you can get on the end of something when it comes in the box. That is where you do your tricks if you have got any up your sleeve. Do them in the box where you are tightly marked."

KEEPING UP

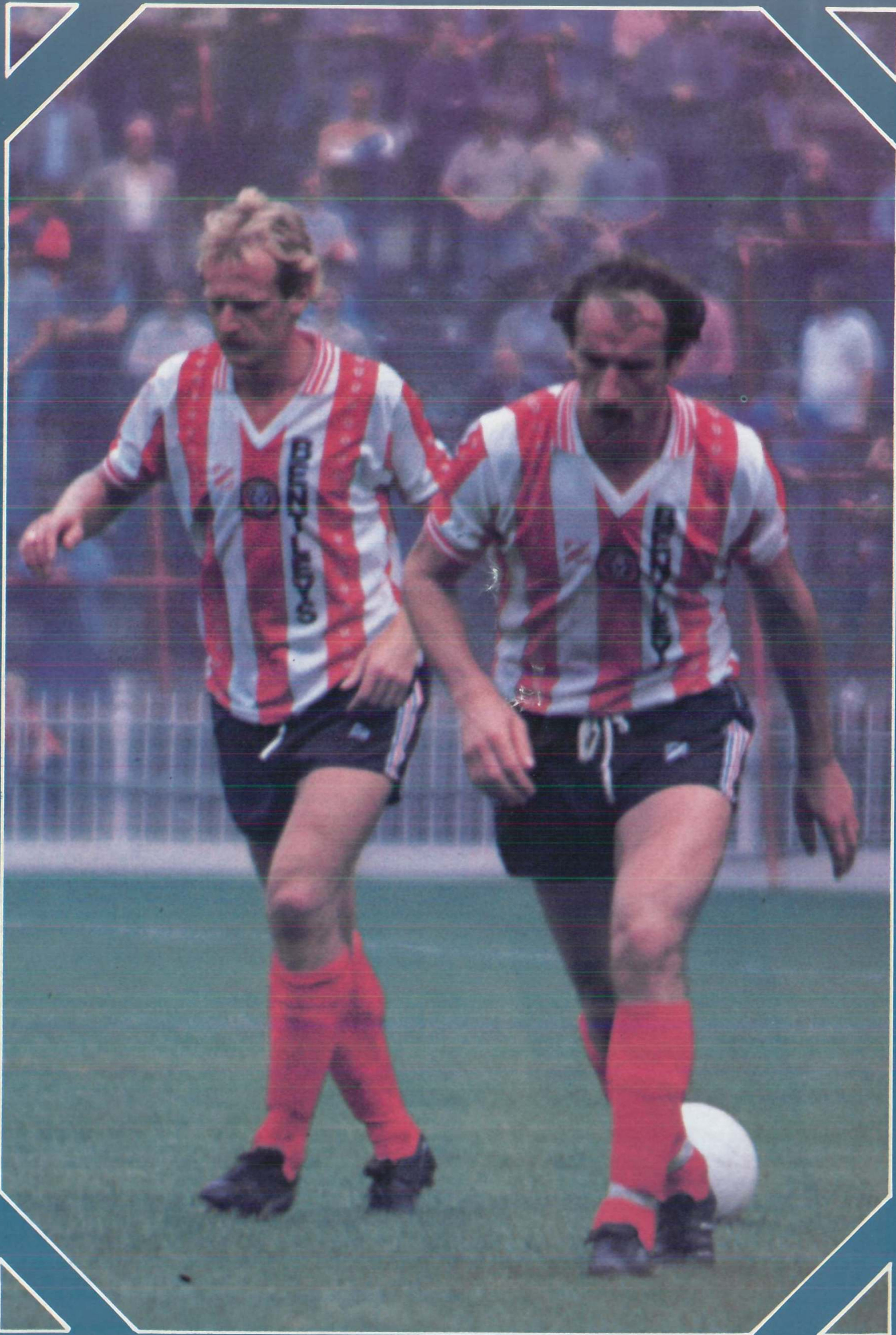
Certainly defences all around the Fourth Division are suffering from the Bob Hatton repertoire, but what is the future for this amiable striker?

"People have been asking me this question for as long as I can remember" he laughs. "All I concentrate on doing is playing football. Obviously I want to get involved on the coaching side and possibly eventually the managerial side of the game, but it is all about now isn't it? It is the job you do today that is important and if you do your job well today, then things will happen for you in the future. If you are too worried about your future then it is at the detriment of your performance today ... so I just keep on playing.

"I am 34 and enjoy playing. I know a lot of players stop enjoying it when they get over 30 and their performances start to taper off, so they hang up their boots. But that does not apply to me. I still enjoy every minute, possibly more now than I have ever done. I think it is important to remain competitive. I train as hard now as I did before I was 30. In other words you have to go and match the young lads — try and keep with them as long as possible. Once you fail to keep with them then your fitness will go and with it your performance. You have to match them all the way along the line.

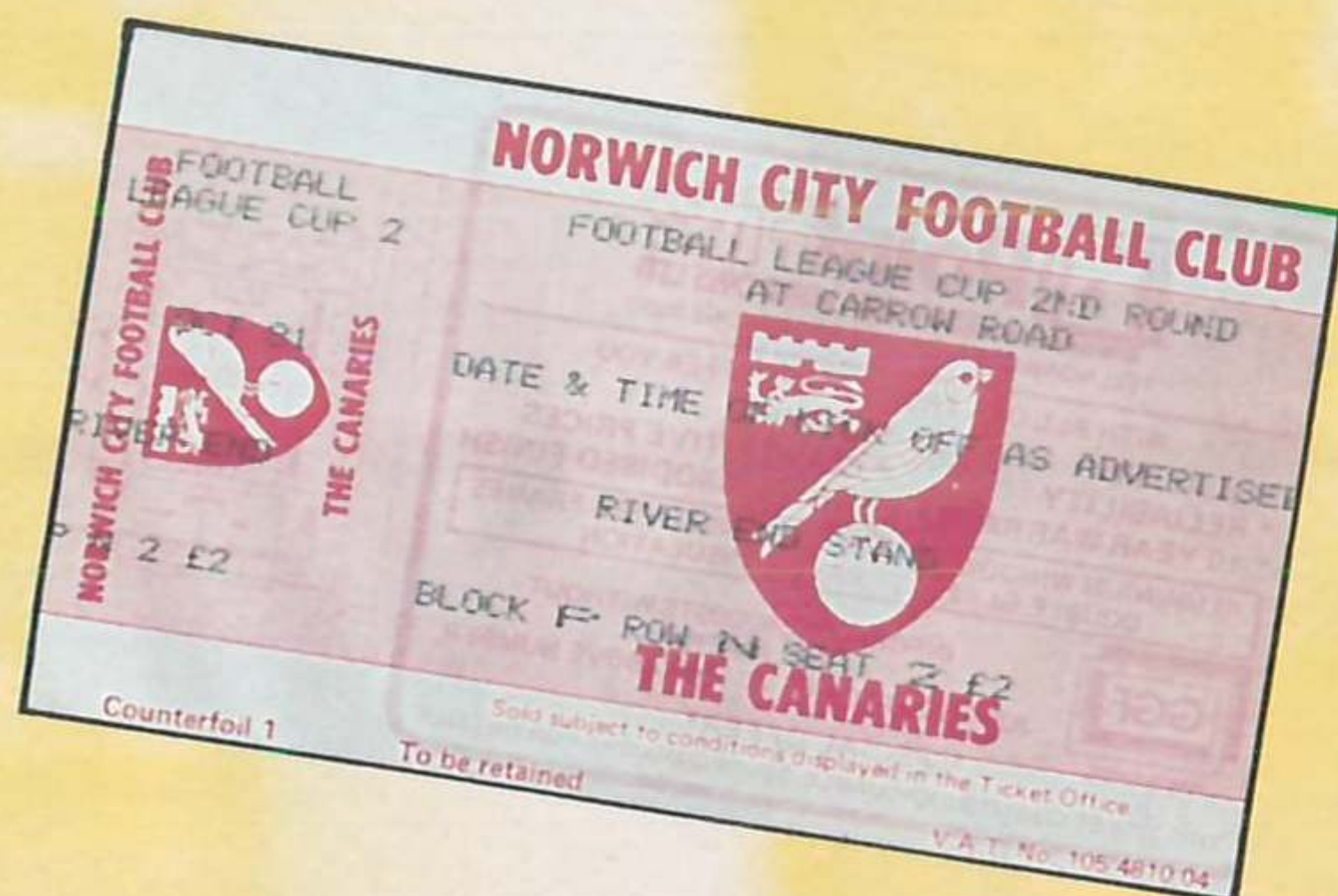
"A lot of it is in the mind. It all goes on upstairs and if you keep yourself mentally fit and keep doing your stuff on a Saturday then there is no reason why you can't carry on. It is all a matter of wanting to do it. If you want to do something and you enjoy it then you will get success at it."

Bob Hatton wants to that is for sure and as he continues to star in Sheffield United's promotion push there seems a lot more football and a lot more goals to come from soccers wandering gypsy.



Football...The

By Colin



Professional football as an industry has one major drawback. It only opens its gates for business on average 25 times a season — allowing for the odd cup game or two — while expenditure on wages, maintenance, rates and fuel etc are spread over the whole twelve months of the year.

No one, not even ICI could operate successfully under these conditions so it is little wonder then, that Football League Clubs do not balance their books, when their prime industry the football game is not self-sufficient... The fact that they manage to survive at all economically is entirely due to the efforts of their commercial operations.

Simply not one of the 92 clubs constituting the Football League will dispute this point and from Liverpool to Crewe the story is the same. They all depend on the financial backing generated from outside sources.

It is estimated that £25 million was pumped into footballs sagging finances from these courses last season, a life saving injection which is enjoyed by clubs across the board. Rich and poor, they can all benefit from the income of Jackpot tickets or other more sophisticated fund raising activities, because in the main the money is not dependent on a teams success on the field of play.

Take Cambridge United for instance. They only entered the League in 1970 but did so on a sound footing, backed by one of the best commercial operations in the game. The backbone of the enterprise was a vast network of agents, many of them working for nothing, who distributed Jackpot tickets throughout the county, into Northamptonshire and Bedfordshire as well.

"Seventy five per cent of our customers don't know where Cambridge is, never mind Cambridge United" says the clubs' commercial manager Duddy Arliss. But that is a good point because it means they are selling on their merits as a commercial proposition and the prizes are tantalising enough to tempt the punters to cough up their dough. Thus the teams result on a Saturday afternoon makes no difference to the sales.

Cambridge United were one of the few clubs to announce a healthy bank balance last season and that on an average home gate of only 5,796 in the Second Division. Mr. Arliss has been 21 years in the Lottery game and seen the weekly income grow from £400 to something like £10,000 per week and that is on the back of the simple Lottery ticket.

"The 10p ticket has held our organisation together" explains Arliss but speculates "the 20p ticket will have to come very soon because of the cost of printing. What used to be £1 a thousand now costs £16."

FORGET FOOTBALL

The majority of smaller clubs rely entirely on lotteries for their outside income, with ground advertising and sponsorships adding a little to the revenue but not enough to be fully viable. The danger however is basing the companys income on such unstable sources as a lottery ticket because as everyone agrees it can not last for ever. That is why the more progressive bigger clubs have diversified their activities so much.

Norwich City are a case in question. Their commercial manager Mac Mackay explains: "Some commercial departments are more aggressive than others, some have to be more aggressive than others because their gates are lower, their wage bills higher or the club is in need of greater improvement."

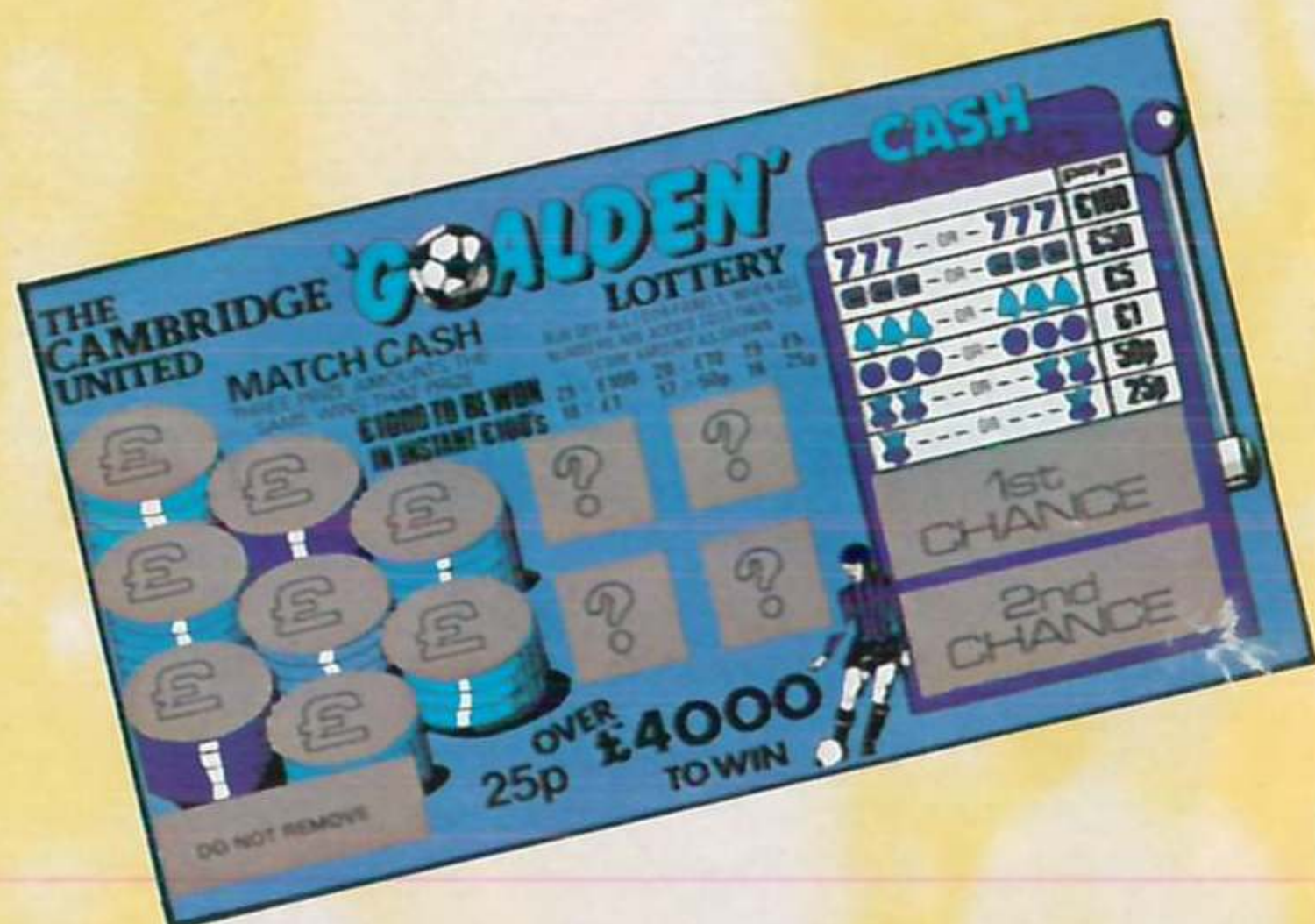
Mr. Mackay now sits in his modern office situated inside the new £1.7 million stand built with the money raised by his organisation. The complex incorporates a pub which is open seven days a week, a banqueting suite, night club, Executive suite and 20 Executive boxes from which the towns prominent businessmen can watch the game in luxury.

"Forget we play football" says Mr. Mackay "a football club is an industry. It has an end product which has to be sold, the trouble is it provides only 22 pay days."

Norwich are feeling the draught of Second Division football with away gates like the abysmal 4,007 at Wrexham, cutting their football income appreciably this season. "Away games like that can cost you more than you receive," Mac points out. "But we just have to accept that in this division there will be no 40,000 gates anywhere and although that makes it more imperative that we get back into the first Division as soon as possible, in the meantime it is down to us to come up with the basic income that will keep the company solvent."

The Executive suite has become the premier banqueting hall in the city, catering for every kind of function. The Norwich city club pride themselves on the service they provide and the exceptional cuisine served, with a bar tariff at normal pub prices "a conscious marketing decision to keep it within reach of peoples pockets."

Indeed a lot of thought has gone into the overall operations which cater for all tastes. There is Club 101, an Executive club for match days which provides a Utopia for the football fan, with a car park next to the stand,



Lottery Game!

n Benson

carpeted stairway and corridor to a tastefully decorated lounge with waitress service. Everything is laid on for £150 per season.

Or for the upmarket client there is the Directors Suite which caters for up to 24 people who can be wined and dined amidst the Burmese teak and green velvet fittings, an ideal setting for a Board luncheon or retirement party.

COMPUTERS

Yes Carrow Road has come to mean much more than just football to the people of Norwich. From the W1 to local executives the River Stand has become the venue for meetings, celebrations, weddings and parties and as such is turning over income independent of football.

But there is another exciting string to the imaginative Mac Mackay's bow and that is the foundation of First Division Computers, a totally owned subsidiary of the football club which can provide clubs with a most sophisticated service.

Norwich City's involvement with computers began two years ago when Mac realised that his commercial department was getting bottled up with paper work. "I needed a quicker feedback of information," he says "so I started to look at computers."

After much deliberation an Apple Computer was acquired, initially to handle the accounting procedures of the lottery which was making £300,000 a year. However the suppliers failed to come up with an adequate program to handle the job and so Mac employed one of the salesmen involved in the negotiations, Graham Rubens, and asked him to devise a suitable program.

This he did and came up with much more including a stock control system which by 6.00 p.m. on a Saturday night confirms the accumulated profit and loss figures together with the stock position at each of the thirteen catering bars around the ground.

Since its inception the concepts have grown and been modified until now it is believed they have the most sophisticated lottery accounting system available. It also does the clubs payroll in two hours — it used to take the Secretary a day and a half to complete — and has provided cost saving exercises such as the production of match day tickets at a cost of £3.50 per 1,000 instead of the £25 a 1,000 the printer charged.

The machine can produce 2500 tickets per hour and incorporates a unique coding system which can detect forgeries. The code is produced at random by the computer and can be checked by the ticket office whenever required. Again Norwich City Promotions have not missed a trick, an advert on the back of the ticket covering all production costs.

Already First Division Computers have sold the package to West Bromwich Albion, Crystal Palace, West Ham United and the Kent County Cricket club and enquiries are coming from as far afield as Real Madrid.

EXPLOSIVE

Norwich City have taken a firm and positive step to expand their commercial operation and so develop from their reliance on lottery tickets. In the last financial year Norwich City Promotions generated £676,949, of which the lotteries contributed £302,939 net of agents commission and prizes, so the instant lottery ticket still plays an important role, although Mr. Mackay warns:

"Any club relying entirely on lottery tickets is living in a fools paradise. Lotteries won't last... they won't disappear but they have to be changed. The last big innovation was the introduction of the rub-off ticket, now we need something new."

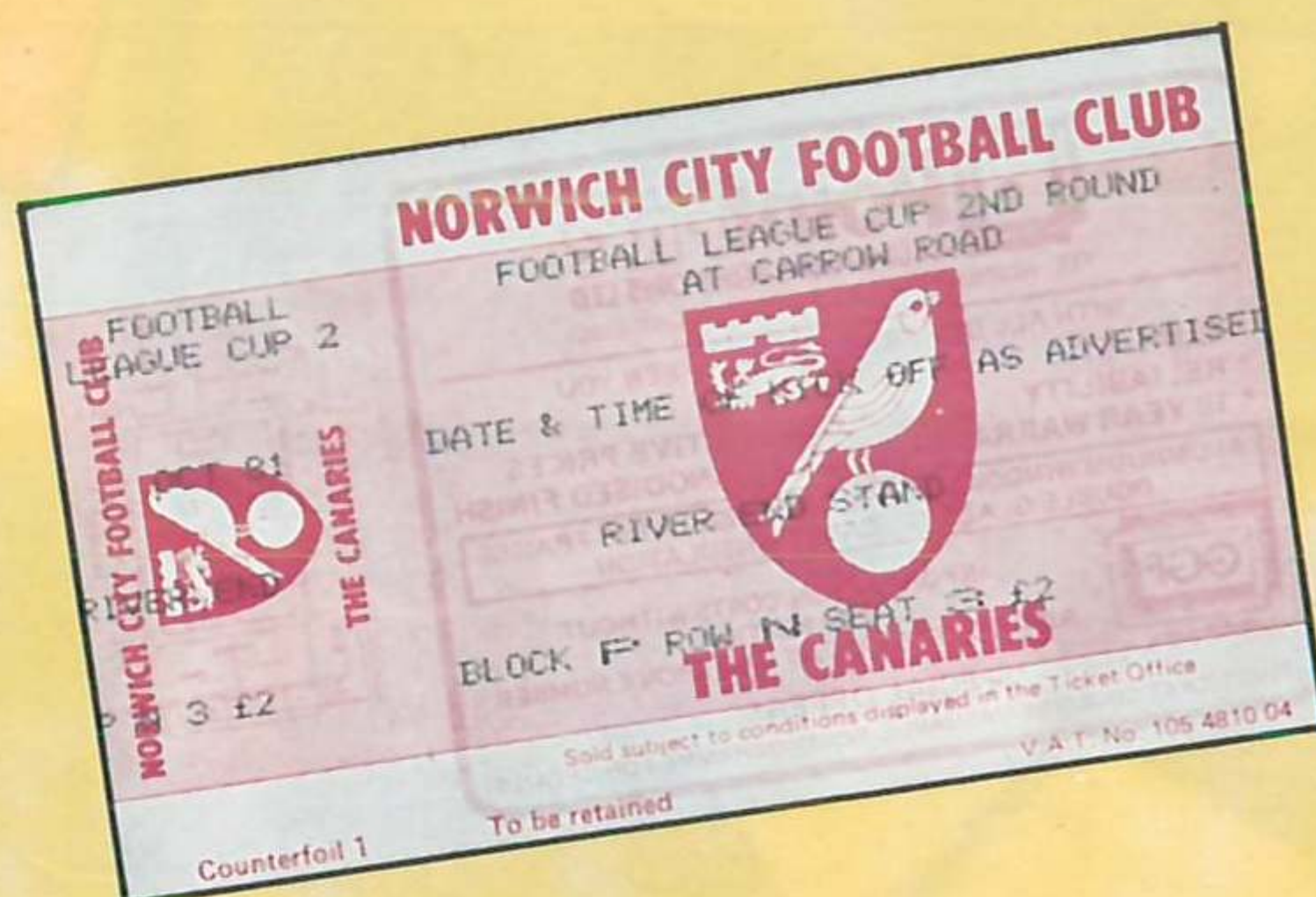
The Norwich commercial chief is working on one right now, while at Cambridge United they launched a new Super League Treble Chance ticket at the beginning of October, with prize money of over £4000 offered to eager customers.

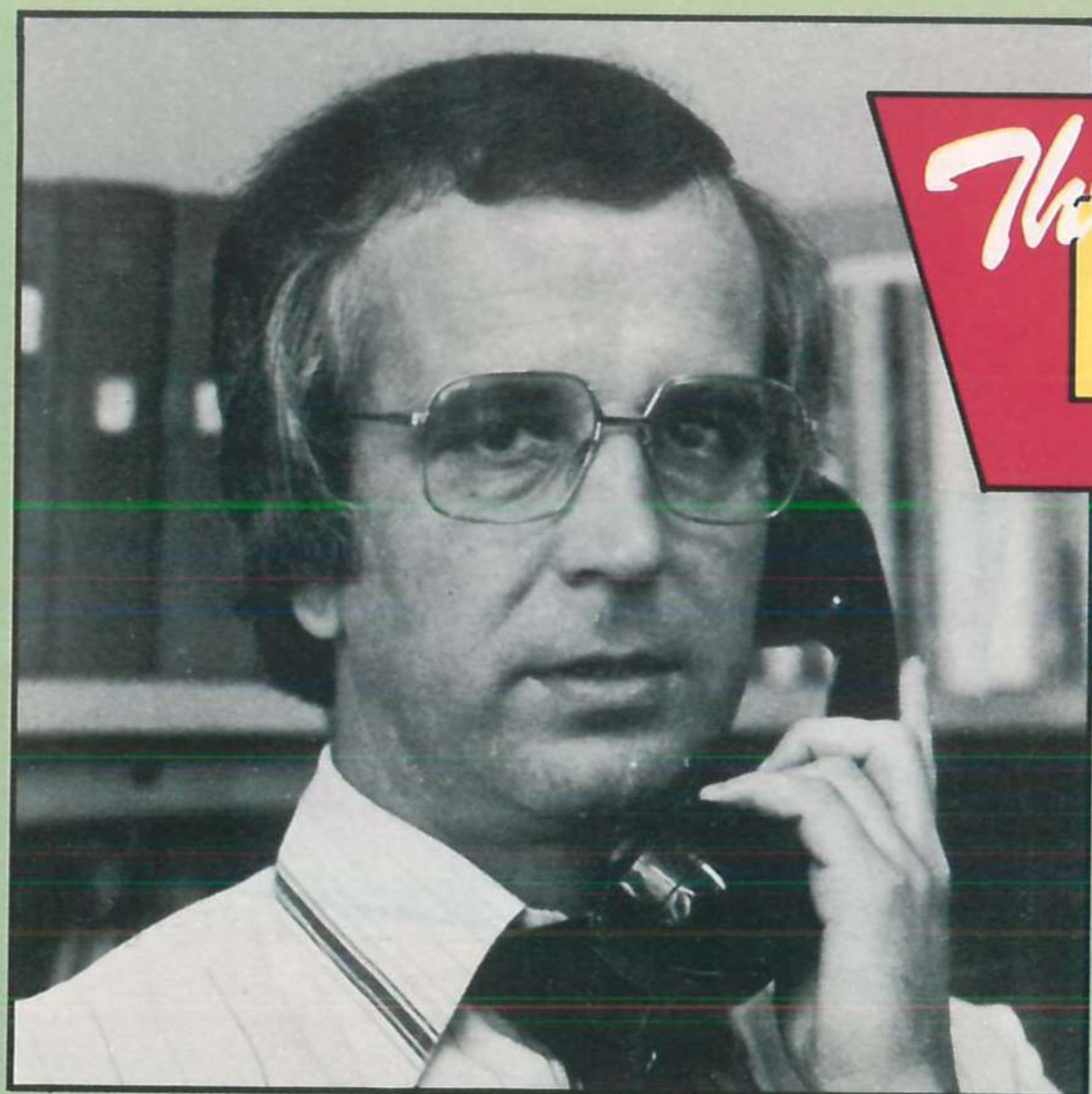
It is all a question of value for money, and sometimes the poor punter can get more than he bargained for. Like the unsuspecting Norwich subscriber who left the scrapings of his rub-off ticket in an ashtray and later put down a lighted cigarette — there was a flash and a bang, the cigarette flew across the room and the ashtray crashed to the floor. But not all lottery tickets have quite the same impact.

The next development in football commercialism is electronic scoreboards in full colour with a facility to show TV commercials. I must admit one is tempted to ask do commercial managers really need football?

"Yes we do. We need successful cost effective football," says Mackay. "I know nothing about football apart from enjoying it as a spectator. When I was a lad strikers were people who stood at factory gates and sweepers cleaned carpets. I am a marketing man working in football and there are just three ingredients needed for success. Win, win, win."

Certainly Norwich City seem to be winning commercially speaking and for them this next season is not quite such a lottery...





The PAUL PARISH page

Shrewsbury ~ still trying to establish themselves

GRAHAM Turner could be forgiven his smile of satisfaction. His Shrewsbury side had just plundered both points from a visit to Crystal Palace, and for once he can start thinking in terms of a season without relegation being a constant companion.

"We always tend to be a bit apprehensive playing away, but perhaps a win like this over Crystal Palace will make the lads believe in themselves," he says.



"We are a very young side, after all."

Shrewsbury have never quite adapted to Second Division life. It's not easy for them, either, Geographically they are in a footballing no-man's land. Historically they had never achieved too much before promotion to the Second Division in 1979.

Yet this well-ordered club have every reason to walk with pride these days. They have been in the Football League for little more than 30 years and have steadily progressed since then. If Turner can stabilise their Second Division status this year, rather than face the usual battle with relegation, that will be seen as another milestone.

At the end of last season Turner was quoted as saying: "We aim to get out of the starting blocks a lot quicker next season. Another late rescue act would not be necessary if we put some results together in the first half of the season."

Like the man says, he has got to make Shrewsbury, and its players, believe in themselves as a Second Division side.

Certainly their first two seasons in the Second Division were hard graft. Each time, however, they showed tremendous character to escape from the jaws of relegation.

In 1980 they rocketed to thirteenth in the table after gaining 21 points from their last 16 games.

A year later it was desperation stakes again but in their last 10 games they snapped up 20 points — remember it was only two points for a win — to scramble to safety.

No wonder Turner was hoping for an easier passage this year.

INVESTMENT

Turner, himself, arrived at Gay Meadow during the 1972-73 season from Chester. It cost Town £20,000, and at the time it was their record excursion into the transfer market.

In Shrewsbury terms it was probably a lot of money but it is doubtful whether £20,000 has ever been better invested.

Shrewsbury has a fine record for producing capable young managers. Turner played under the influence of Alan Durban for nearly three years before the Welshman was appointed boss at Stoke City in 1977.

Durban has subsequently travelled on, again,

this time to Sunderland, and the vacant Stoke position went to Richie Barker . . . who was Durban's successor at Shrewsbury!

Barker was only in charge at Gay Meadow for a few months before he went to Wolverhampton as assistant to John Barnwell.

Between them Durban and Barker had laid the foundations of a successful side. The responsibility of completing the job was handed to Graham Turner, appointed as player manager.

For six months everything went magnificently for the new man. They won promotion, made national headlines with a fighting cup run, which, ironically, was ended by Richie Barker's new club Wolves, and won the Welsh Cup.

Shrewsbury's 'isolation' in terms of really near footballing neighbours has become a two-edged sword as Turner has striven to put the team on the map.

Apart from local coverage Shrewsbury find little favour with the national press. Somehow they don't seem to fall into one region or another and this certainly hasn't helped their cause to establish themselves.

Yet it does mean, that with a sound scouting and youth development system, they can attract the interest of the best local youngsters. And that policy is just beginning to pay off.

HOME GROWN

Of the current squad Ian Atkins, Steve Cross, Carlton Leonard and, this season, Bernard McNally, have all come through the ranks at Gay Meadow.

For the rest it has been shrewd work on the transfer market. Ross Maclaren came on a free transfer from Glasgow Rangers at the start of the season. Paul Johnson arrived at the end of last season from Stoke. Both men have slotted into a defence that is well organised.

Paul Petts and Phil Bates joined the club from Bristol Rovers, though for Bates it is a return to his former home. Bates' goalscoring and Petts' tremendous industry in midfield were key factors as Shrewsbury began to put their results together this season.

Last year Turner was forced to part with

exciting winger Paul Maguire, who went in a £300,000 deal to Stoke City and this season started with difficulties as some of the longer serving players didn't accept new contracts.

The biggest worry for Turner, although he would not be the first to admit it, was that Shrewsbury had to start the season without the guiding hand of their manager in midfield. He has proved that he is one of an ever increasing breed who can manage and play without either job affecting the other.

Now Shrewsbury will continue their bid to become a truly established Second Division side. Under Graham Turner they seem to be on the right road.

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BOLTON RECORD

Part 51
Season 1949/50

FOOTBALL LEAGUE

Division One	Home	Away
Arsenal	2-2	1-1
Aston Villa	1-1	0-3
Birmingham	1-0	0-0
Blackpool	0-0	0-2
Burnley	0-1	1-2
Charlton	3-0	0-0
Chelsea	1-0	1-1
Derby	0-0	0-4
Everton	1-2	0-0
Fulham	2-1	0-3
Huddersfield	1-2	0-2
Liverpool	3-2	1-1
Manchester City	3-0	1-1
Manchester United	1-2	0-3
Middlesbrough	1-2	0-2
Newcastle	2-2	1-3
Portsmouth	1-0	1-1
Stoke	4-0	2-3
Sunderland	2-1	0-2
W.B.A.	3-0	1-2
Wolves	2-4	1-1

F.A. CUP

Rd. 3—	Coventry (a)	2-1
Rd. 4—	Leeds (a)	1-1
	(h)	2-3

LEAGUE SCORERS

Lofthouse	10	Moir	9
Bradley	8	Howe	5
McShane	4	Roberts	3
Barrass	2	Woodward	1
Murphy	1	Langton	1
Hernon	1		

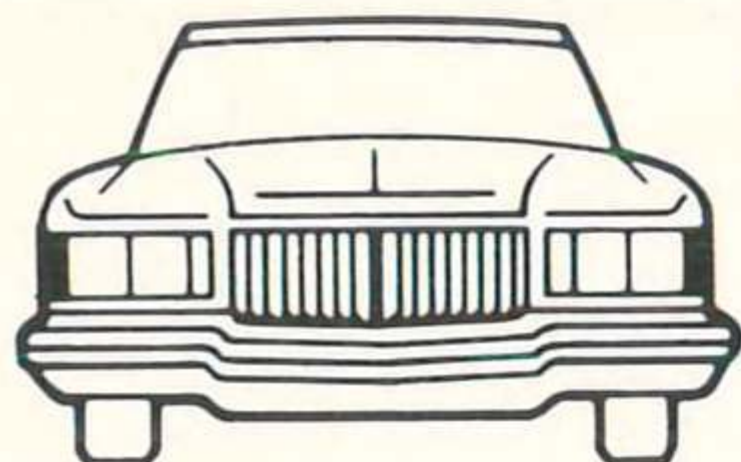
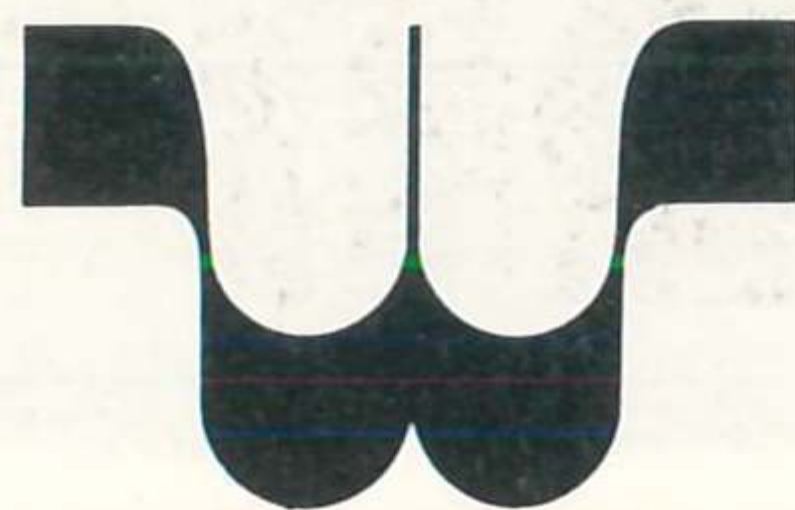
FOOTBALL LEAGUE appearances:

Aspinall J.	1	Banks R.	22
Banks T.	3	Barrass M. W.	36
Bingley W.	2	Bradley J.	27
Corfield E.	2	Dillon V.	5
Elvy R.	3	Gillies M.M.	41
Hanson S.	39	Hernon J.	22
Howe D.	38	Hughes W.	6
Jackson J.	2	Kinsell T. H.	17
Langton R.	23	Lofthouse N.	35
McShane H.	40	Moir W.	31
Murphy D.	21	Roberts J. H.	37
Webster H.	2	Woodward T.	7

DIVISION I

	P	W	D	L	F	A	Pts
Portsmouth	42	22	9	11	74	38	53
Wolverhampton W.	42	20	13	9	76	49	53
Sunderland	42	21	10	11	83	62	52
Manchester Utd.	42	18	14	10	69	44	50
Newcastle United	42	19	12	11	77	55	50
Arsenal	42	19	11	12	79	55	49
Blackpool	42	17	15	10	46	35	49
Liverpool	42	17	14	11	64	54	48
Middlesbrough	42	20	7	15	59	48	47
Burnley	42	16	13	13	40	40	45
Derby County	42	17	10	15	69	61	44
Aston Villa	42	15	12	15	61	61	42
Chelsea	42	12	16	14	58	65	40
W.B.A.	42	14	12	16	47	53	40
Huddersfield	42	14	9	19	52	73	37
Bolton Wanderers	42	10	14	18	45	59	34
Fulham	42	10	14	18	41	54	34
Everton	42	10	14	18	42	66	34
Stoke City	42	11	12	19	45	75	34
Charlton Athletic	42	13	6	23	53	65	32
Manchester City	42	8	13	21	36	68	29
Birmingham City	42	7	14	21	31	67	28

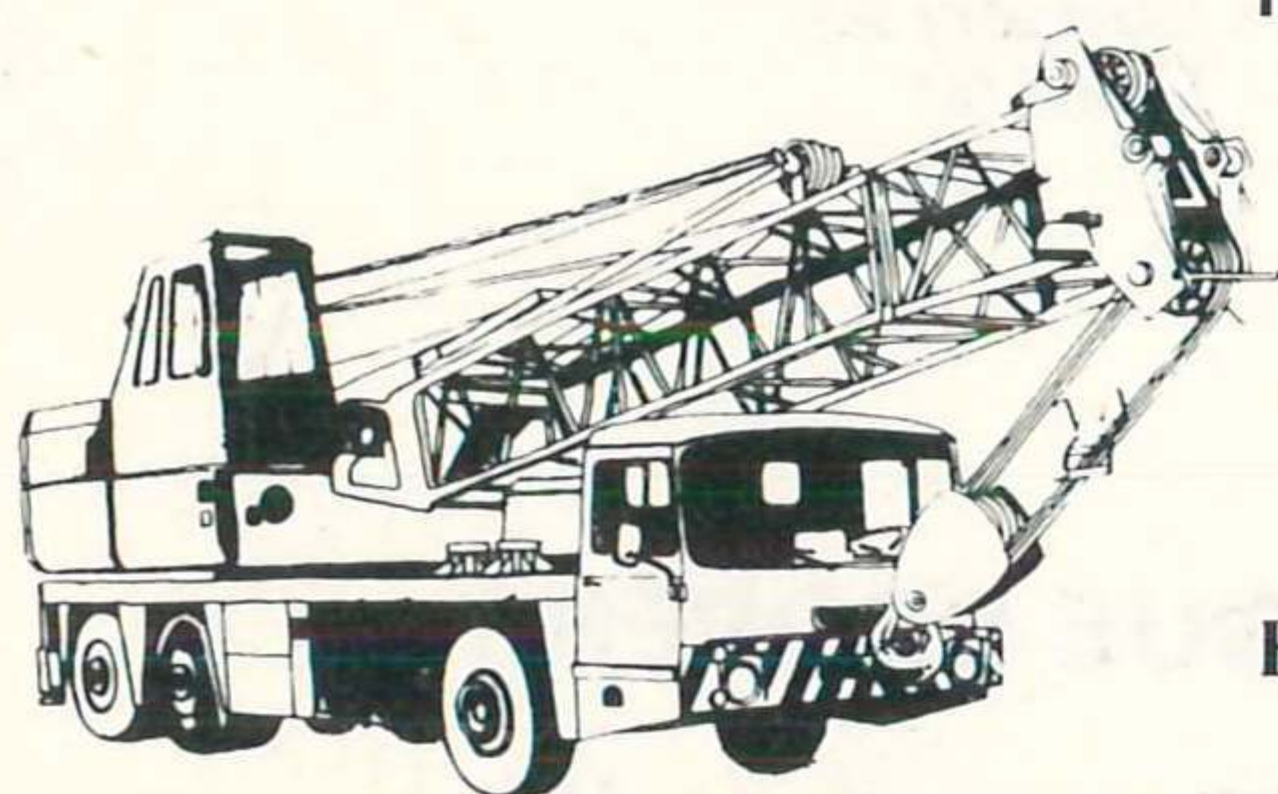
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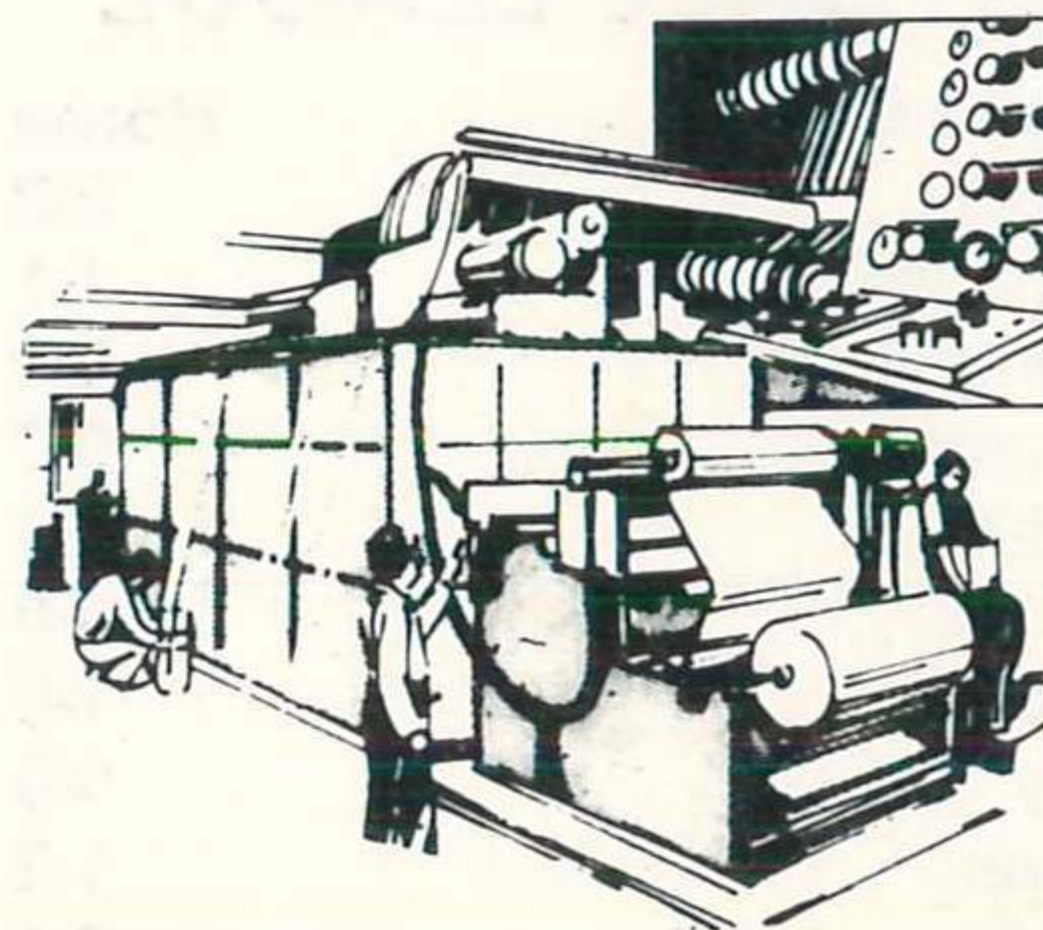
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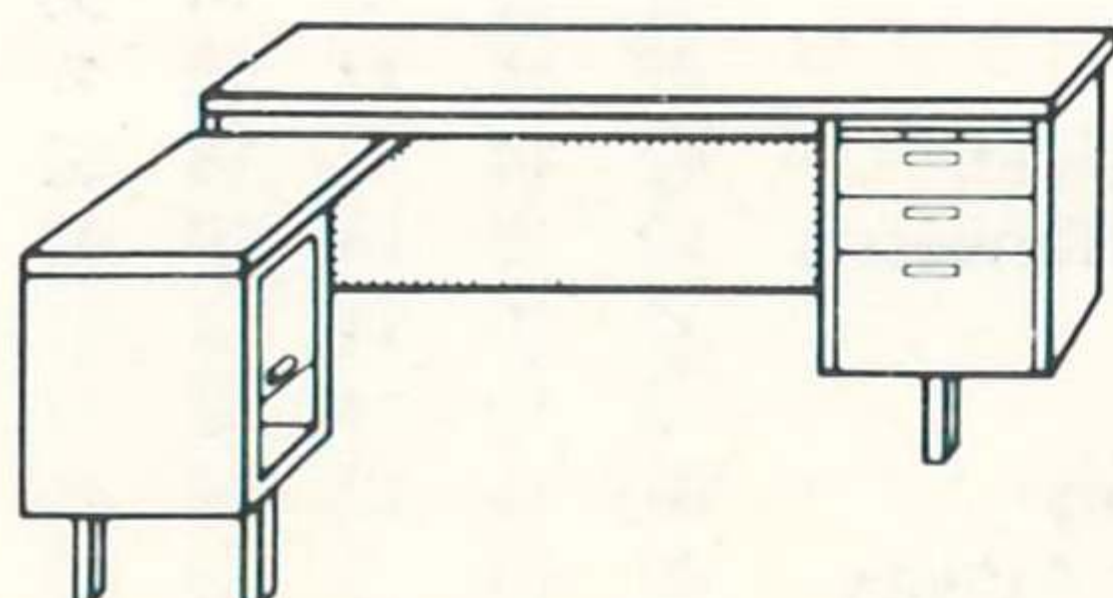
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Burnden Park NEWS



By Elton Welsby

The voice at the other end of the phone was genuinely surprised. Not one Sunday newspaper had linked him with another player. According to the Sundays, Manchester United's manager, Ron Atkinson, was not about to swoop into the transfer market. "Amazing", he told me, "that really is the first time it's happened since I took over at Old Trafford."



He was right. Big Ron and I normally have a chat on Sunday mornings, prior to MATCH TIME and I couldn't remember a previous week when I wasn't asking him to confirm the latest piece of speculation. The week before one of the papers had

suggested he was about to sign Larry Lloyd, Wigan's player-manager, and centre-half. "That was ridiculous", he laughed. "After that who knows what to believe. The only thing that was really annoying, however, was that no-one checked the rumours with me. Had they done so, that story would never have appeared."



John Bond of Manchester City has also had his problems with the Press in recent weeks. Bondie says that he was mis-quoted. Whatever the outcome, I wouldn't be surprised if Messrs Bond and Atkinson try and play it low profile for a while — but not for long!



In view of former Wigan assistant manager, Fred Eyre's allegation that Larry Lloyd is too tough with his players, I was interested to see Larry's choice for his new assistant — Chris Lawler. Chris is one of the most gentle men ever to kick a football — and together they will form the ingredients of a classic managerial partnership — the nice guy and the hard man.



Brian Hall once told me that players needed two things — one: for someone to kick them up the backside; two: for someone to provide a shoulder to cry on. Brian longed to go into management with Tommy Smith. I wonder what Smithy's role would have been, or will be, because they sound like a combination that might appeal to quite a few clubs.

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RUTH MAKES IT A THOUSAND

The visit of Cambridge United meant that Ruth Crawshaw watched her 1,000th league game involving the Wanderers. Here she is being presented with mementos by Alan Gowling and our Commercial Manager Alf Davies.

Football League, Div 2, 1981-82

Home matches and scorers in heavy type. ¹ Number of goals scored. ★ Own Goal. p penalty. † Player withdrawn. ‡ after extra time.
● Substitute used. © Copyright of the Football League Ltd. F.A. Cup Rounds in brackets, subject to alteration.

1981/82	Opponents	Att.	F	A	1	2	3	4	5	6	7	8	9	10	11	12
Aug Sept	Chelsea	16,606	0	2	McDonagh	Nicholson	Brennan	McElhinney	Jones	Gowling	Thomas	Thompson	Hoggan	Cantello	Reid	Nikolic
	LC1 (1L) Oldham	5,156	2	1	McDonagh	Nicholson	Bennett	McElhinney	Jones	Gowling	Thomas	Kidd ¹	Hoggan	Cantello	Reid	Thompson
	Luton Town	6,911	1	2	McDonagh	Nicholson	Bennett	McElhinney	Jones	Gowling ¹	Thomas	Kidd	Hoggan	Cantello	Reid	Thompson
	Barnsley	13,844	0	3	McDonagh	Nicholson	Bennett	McElhinney	Jones	Gowling	Thomas	Kidd	Hoggan	Cantello	Reid	Thompson
	LC1 (2L) Oldham	4,779	2	4	McDonagh	Nicholson	Bennett	Brennan	Jones	Gowling	Nikolic	Kidd	Hoggan	Thompson ¹	Carter	Berry ¹
Oct.	Oldham Athletic	7,222	0	2	McDonagh	Henry	Bennett	Brennan	Jones	Gowling	Thompson	Kidd	Hoggan	Cantello	Carter	Nicholson
	Derby County	12,066	2	0	McDonagh	Nicholson	Bennett	Henry	McElhinney ¹	Gowling	Thompson	Kidd	Hoggan	Cantello	Hebbard	Carter
	Rotherham United	6,998	0	2	Peacock	Jones	Bennett	Henry	McElhinney	Gowling	Thompson	Carter	Hoggan	Cantello	Hebbard	Foster
	Newcastle United	6,429	1	0	Peacock	Jones	Bennett	Henry	McElhinney	Gowling	Thompson	Carter	Hoggan	Cantello	Hebbard	Foster
	Grimsby Town	7,217	1	2	Peacock	Jones	Bennett	Henry	McElhinney	Gowling	Thompson	Carter	Hoggan	Cantello	Hebbard	Thomas ¹
Nov	Leicester City	7,361	0	3	McDonagh	Bennett	Bennett	Henry	McElhinney [†]	Gowling	Chandler	Kidd	Thompson	Cantello	Hebbard	Thomas
	Cardiff City	3,879	1	2	McDonagh	Bennett	Brennan	Henry	Jones	Gowling	Chandler	Kidd	Thompson	Cantello	Hebbard	Hoggan
	Cambridge United	5,751	3	4	McDonagh	Whitworth	Brennan [†]	Henry ²	Jones	Gowling	Chandler	Kidd	Thomas	Hoggan	Bennett	Foster
	Norwich City	12,991	0	0	McDonagh	Whitworth	Bennett	Henry	Jones	Gowling	Chandler	Kidd	Hoggan	Cantello	Thompson	Thomas
	Watford															
Dec	Shrewsbury Town															
	Orient															
	Luton Town															
	Crystal Palace															
	Queens Park Rangers															
Jan	Sheffield Wednesday															
	Charlton Athletic															
	Wrexham															
	Blackburn Rovers															
	F.A. Cup 3															
Feb	Newcastle United															
	Chelsea															
	F.A. Cup 4															
	Oldham Athletic															
	Barnsley															
Mar	Grimsby Town (5)															
	Rotherham United															
	Leicester City															
	Cardiff City (6)															
	Cambridge United (LCF)															
April	Norwich City															
	Watford															
	Shrewsbury Town (SF)															
	Wrexham															
	Blackburn Rovers															
May	Orient															
	Crystal Palace															
	Queens Park Rangers															
	Derby County															
	Sheffield Wednesday															
	Charlton Athletic															
	F.A. Cup Final															

BURNDEN DATES

LEAGUE DIVISION TWO

ORIENT

SATURDAY 21st NOVEMBER 1981

KICK-OFF 3.00 p.m.

STATISTICS



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LEAGUE DIVISION TWO

(Up to and including Saturday 31st November)

	HOME			GOALS			AWAY			GOALS			Pts
	P	W	D	L	F	A	P	W	D	L	F	A	
Luton Town	12	4	0	2	16	7	12	5	1	0	12	4	28
Watford	12	4	1	1	11	4	5	5	0	1	10	6	28
Sheffield Wednesday	12	4	1	1	8	6	3	3	1	2	5	4	23
Oldham Athletic	12	3	3	0	11	5	3	3	1	2	9	8	22
Queens Park Rangers	12	5	0	1	11	2	2	2	1	3	8	10	22
Barnsley	12	5	0	1	10	1	1	1	1	4	6	10	19
Charlton Athletic	12	5	0	1	13	4	0	3	3	3	4	10	18
Cambridge United	12	4	0	2	10	6	2	2	0	4	7	10	18
Blackburn Rovers	12	3	1	2	5	4	2	2	2	2	7	8	18
Leicester City	12	2	3	1	5	4	2	2	2	2	9	8	17
Chelsea	12	3	1	2	10	8	2	2	1	3	5	10	17
Norwich City	12	3	2	1	7	5	2	2	0	4	7	14	17
Newcastle United	12	4	1	1	8	2	1	0	0	5	6	10	16
Crystal Palace	12	4	0	2	8	4	1	1	1	4	2	5	16
Derby County	12	2	2	2	9	8	2	1	2	3	6	11	15
Shrewsbury Town	12	3	1	2	9	7	1	2	3	3	4	10	15
Grimsby Town	12	1	2	3	7	9	3	1	1	2	7	11	15
Rotherham United	12	4	1	1	15	4	0	1	1	5	3	12	14
Cardiff City	11	1	1	1	3	5	2	1	1	3	8	9	11
Wrexham	11	1	0	5	4	10	1	2	2	2	3	3	8
Bolton Wanderers	12	1	0	5	6	13	1	1	1	4	3	9	7
Orient	12	0	3	3	3	9	1	1	0	5	2	9	6

CENTRAL LEAGUE

1981-82	F	A
Aug.	0	4
Sept.	0	6
	1	6
	1	1
	0	3
Oct.	1	4
	1	4
	1	3
	1	2
Nov.	2	1
Dec.		
1982		
Jan.		
Feb.		
Mar.		
Apr.		
May		

EVERTON
Coventry City
Nottingham Forest
Liverpool
BLACKBURN R.

MANCHESTER CITY
Newcastle Utd.
Sheffield Utd.
BURY

PRESTON N.E.

STOKE CITY
Burnley
Huddersfield T.
Sheffield Wed.

COVENTRY CITY
DERBY COUNTY
West Brom. A.
Aston Villa
WOLVERHAMPTON W.
Leeds United

MANCHESTER UTD.

NOTTINGHAM F.
Everton
BLACKPOOL

HUDDERSFIELD T.
Blackburn R.
NEWCASTLE UTD.
Manchester City
SHEFFIELD UTD.
Bury
WEST BROM. A.
Preston N. E.
BURNLEY
Stoke City

Manchester Utd.

SHEFFIELD WED.
Derby County
LIVERPOOL
ASTON VILLA
Blackpool
Wolverhampton W.
LEEDS UNITED

TODAYS REFEREE

BRIAN MARTIN, (Keyworth, Notts). Started refereeing in Lancashire before moving to the Midlands in 1959 then graduated via the Midland and West Midland Regional Leagues to the Football League full list. Was a linesman for the Football League v Scottish League match in 1972/73, also a U.E.F.A. Cup match — Spartak Moscow v A.C. Milin in 1975. Officiated at the F.A. Trophy Semi-Final in 1978 at the Nottingham County Cup Final three times, and at Italy v Poland (1980).

A married man, with two sons, he is a Group Personnel Manager. He is interested in tennis, cricket and all sports generally.

Is a past Chairman of the Nottingham Referees' Society and at the present time is Vice-Chairman of the Nottinghamshire F.A. Referees' Committee and committee member of the A.F.L.R. & L. (Midland Section).

LINESMEN:
J. Caulkin (Stoke-on-Trent)
Red Flag
M. J. Hirst (Formby)
Yellow Flag

BOLTON EVENING NEWS

are pleased to be
sponsoring
Bolton Wanderers
and wish them every success
in the coming season

Team Check

Bolton Wanderers

- 1 Jim McDonagh
- 2 Steve Whitworth
- 3 Mike Bennett
- 4 Tony Henry
- 5 Paul Jones
- 6 Alan Gowling
- 7 Jeff Chandler
- 8 Brian Kidd
- 9 Dave Hoggan
- 10 Len Cantello
- 11 Chris Thompson
- 12 John Thomas

Watford

- 1 Steve Sherwood
- 2 Pat Rice
- 3 Keith Pritchett
- 4 Les Taylor
- 5 Steve Sims
- 6 Ian Bolton
- 7 Nigel Callaghan
- 8 Luther Blissett
- 9 Ross Jenkins
- 10 Ken Jackett
- 11 John Barnes
- 12 Gerry Armstrong

HALF TIME SCOREBOARD

A	ASTON VILLA ARSENAL		
B	BRIGHTON & HOVE A. BIRMINGHAM CITY		
C	IPSWICH TOWN SWANSEA CITY		
D	LEEDS UNITED NOTTS COUNTY		
E	LIVERPOOL EVERTON		
F	MANCHESTER CITY MIDDLESBROUGH		
G	NOTTINGHAM FOREST WEST HAM UNITED		
H	STOKE CITY SOUTHAMPTON		
I	SUNDERLAND MANCHESTER UNITED		
J	TOTTENHAM HOTSPUR WEST BROMWICH A.		
K	WOLVERHAMPTON W. COVENTRY CITY		
L	BARNLEY OLDHAM ATHLETIC		
M	CAMBRIDGE UNITED SHREWSBURY TOWN		
N	CARDIFF CITY NORWICH CITY		
O	CHARLTON ATHLETIC LEICESTER CITY		
P	CHELSEA NEWCASTLE UNITED		
Q	CRYSTAL PALACE BLACKBURN ROVERS		
R	LUTON TOWN DERBY COUNTY		
S	ORIENT SHEFFIELD WEDNESDAY		
T	QUEENS PARK RANGERS ROTHERHAM UNITED		
U	WREXHAM GRIMSBY TOWN		
V	BURNLEY WIMBLEDON		
W	ALDERSHOT BURY		
X	WIGAN ATHLETIC HEREFORD UNITED		

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ASHBURNER ST.
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